A STUDY TO ASSOCIATE THE EFFECTIVENESS OF AWARENESS PROGRAMMES ON KNOWLEDGE AND ATTITUDE REGARDING ROAD SAFETY MEASURES AMONG ADOLESCENTS IN SELECTED SCHOOLS AND COLLEGES OF MANDYA, KARNATAKA

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ABSTRACT

Road traffic accidents are the only public health problem for which society and decision-makers still accept death and disability among young people on a large scale. The demographic, epidemiological, and economic transition in India has changed the health scenario in a significant way during the last two decades. This shift in health problems and priorities has brought the entire spectrum of non-communicable diseases to the forefront of the healthcare delivery system. The research approach adopted for this study is the evaluativeapproach as the researcher. The research design adopted for this study is a quasi-experimental study with randomization. The study was conducted at selected schools and colleges of Mandya dist., Karnataka state. In the study accessible population consists of adolescents in selected schools and colleges in Mandya, Karnataka. The sample of the study consists of adolescents in selected schools and colleges in Mandya, Karnataka. The sampling technique adopted in the present study was a simple random sampling technique using the lottery method. In association of knowledge with socio-demographic variables shows that monthly income, how often you travel on the highway, and how often you travel by public transport were found significant. In association of attitude with socio-demographic variables shows that gender, monthly income, mode of transport, duration of driving a vehicle, how often you travel on the highway, and how often you travel by public transport were found significant.

KEYWORDS: *Road traffic, epidemiological, non-communicative.*

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INTRODUCTION

A steep increase in vehicle and human population traversing the adverse road situations has made road traffic injuries a serious condition. The phenomenal increase in morbidity, mortality, disability and socio-economic impact from injuries in particular, during the past decade has been a matter of increasing concern among professionals and policymakers (Kolluri SVR 2005).

Adolescence is like a bridge between childhood and adulthood, during which the individual is gaining further physical maturity, further education, and training that will enable him/her to fulfill a useful role in adult society (Matous M 2006).

India, a rapidly developing country with expanding economy has one of the highest motorization growth rates which is accompanied by rapid expansion in road networks and urbanization. Consequently, the country is faced with various issues and impacts of RTA and road safety levels. In the year 2015, the total number of RTA was 5, 01,423 with an increase of2.5% in 2014. These accidents were responsible for a death toll of 1, 46,133 (Government of India, Ministry of road transport 2016).

More than 1.2 million people die in road traffic accidents and about 50 million are injured in road traffic accidents worldwide every year. On average 3242 persons die each day around theworld in road crashes. In developed countries, 57% of male deaths and 43% of female deaths are in the age group 10-24 years due to Road Traffic Accidents. The emergence of Road Traffic Injuries (RTIs) is a leading cause of Deaths & Disabilities in India. The magnitude of Road traffic accidents and fatalities in India is alarming in 2009, 4.22 lakh Road traffic accidents and 1.27 lakh Road traffic fatalities were reported. These numbers translate into one road accident every minute and one road accident death every four minutes [Road accidents in India, 2009].

The previous research found that 40% of motorcycle accidents in Jakarta involvedadolescents, of which 91.3% did not have a driver's license [Umniyatun et al 2021]. This dominance in traffic accidents by motorcycle riders is accompanied by an increase in motorcycle sales because this mode of transportation is considered cheap and practical [Chaudhuri et al 2019].

OBJECTIVE

1. **To associate the effectiveness of awareness programmes on knowledge and attitude regarding road safety measures among adolescents**

REVIEW OF LITERATURE

Lalitha. K & Kevin Ruther. G (Mar 2014) conducted a study to assess the effectiveness of structured teaching programme on knowledge and attitude regarding prevention and control ofRoad Traffic Accident among male students in a select college at Guntur. Samples selected from second year civil students of NRI Institute of Technology in Guntur, A.P. A structured interview questionnaire used as a tool for evaluation. The result represented the highestpercentage 30(60%) is between the age of 17-18 years. 32(64%) of highest percentage have the upper income family. In the pre-test highest percentage 35(70%) had given incorrect answerknowledge regarding the prevention and control of road traffic accidents. In the post-test 48(96%) had given correct answer. 2(4%) had given incorrect answer. Findings related to the attitude of college students regarding the prevention and control of road traffic accidents in thepretest 35(70%) had given incorrect answer 15(30%) had given correct answer. In the post 46(92%) had given correct answer 4(8%) had given incorrect answer. The study ensures that the teaching programme for the students had impact on the knowledge of the students regardingroad traffic accident.

Intan Zainafree et al 2022 conducted a study on The Road Safety Education Program for Adolescents Using Social Media, Proving Increasing Knowledge, Beliefs, Attitudes, Intentions, and Behavior. The Mann–Whitney test in the intervention and control group demonstrated a significant difference in the average post-test score of two on all dependent variables (p = 0.000). The results of the GLM-RMA test demonstrated the effect of the Zainafree Program on knowledge (p = 0.000; ETA Square = 35.1), beliefs (p = 0.000; ETA Square = 32.0), attitudes (p = 0.000; ETA Square = 50.9), intentions (p = 0.000, ETA Square
= 20.7), and behavior (p = 0.000; ETA Square = 28.2), after adjusting for involvement between confounding variables (p = 0.000; ETA Square = 16.2), which demonstrated that the intervention was able to explain 16.2 changes that occur in the scores of five aspects together.

METHODOLOGY

The research approach adopted for this study is the evaluative approach as the researcher. Theresearch design adopted for this study is a quasi-experimental study with randomization. The study was conducted at selected schools and colleges of Mandya dist., Karnataka state. In the study accessible population consists of adolescents in selected schools and colleges in Mandya, Karnataka. The sample of the study consists of adolescents in selected schools and colleges in Mandya, Karnataka. The sampling technique adopted in the present study was a simple randomsampling technique using the lottery method.

RESULTS

TABLE .1 KNOWLEDGE					
HOW OFTEN DO YOU TRAVEL ON HIGHWAY	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
VERY FREQUENTLY	8	12	30	6	*19.54
FREQUENTLY	7	22	31		
OCCASIONALLY	12	10	18		
RARELY	32	12	6		

TABLE .2 KNOWLEDGE					
HOW OFTEN DO YOUTRAVEL BY PUBLIC TRANSPORT	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
VERY FREQUENTLY	8	12	6	8	*20.54
FREQUENTLY	17	12	9		
OCCASIONALLY	12	20	37		
RARELY	22	12	20		
NEVER	4	5	4		

TABLE .3 ATTITUDE					
GENDER	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
MALE	30	24	6	2	*20.78
FEMALE	18	25	22		
PREFER NOT TO SAY	15	20	20		

TABLE .4 ATTITUDE					
MONTHLY INCOME	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
LESS THAN RS 25,000	12	18	15	6	
RS 25,000-RS 50,000	25	8	22		*23.24
RS 50,000- RS 75,000	16	15	19		P<0.05
RS 75,000 OR ABOVE	22	17	11		

TABLE .5 ATTITUDE					
MODE OF TRANSPORTATION	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
CAR	14	12	8	8	
MOTORCYCLE/SCOOTER	10	14	6		*18.25
BICYCLE	21	9	26		P<0.05
PUBLIC TRANSPORTATION	12	11	17		
WALK	10	12	18		

TABLE .6 ATTITUDE					
DURATION OF DRIVING A VEHICLE	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
LESS THAN 1 YEAR	23	20	38	8	
1-3 YEAR	16	12	11		
4-6 YEAR	6	4	10		*19.52
7 YEARS OR ABOVE	2	4	4		P<0.05
I DONOT DRIVE	15	12	8		

TABLE .7 ATTITUDE					
HOW OFTEN DO YOU TRAVEL ON HIGHWAY	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
VERY FREQUENTLY	18	12	20	6	*10.54
FREQUENTLY	17	22	21		
OCCASIONALLY	17	12	11		
RARELY	18	16	16		

TABLE .8 KNOWLEDGE					
HOW OFTEN DO YOUTRAVEL PUBLIC TRANSPORT	**GOOD**	**AVERAGE**	**POOR**	**Df**	**χ2**
VERY FREQUENTLY	10	12	4	8	*22.36
FREQUENTLY	14	15	9		
OCCASIONALLY	23	20	26		
RARELY	17	14	23		
NEVER	4	4	5		

CONCLUSION

In association of knowledge with socio-demographic variables shows that monthly income, how often you travel on the highway, and how often you travel by public transport were found significant. In association of attitude with socio-demographic variables shows that gender, monthly income, mode of transport, duration of driving a vehicle, how often you travel on the highway, and how often you travel by public transport were found significant.

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